



WLS-TV CHICAGO
190 NORTH STATE STREET
CHICAGO IL 60601

Acknowledgment of Agreement Between WLS-TV CHICAGO and

DATE: 10-25-2012 PAGE: 1 of 3

STRATEGIC MEDIA SERVICES - 5127
ATTN: NEIL WILLIAMS
3299 K STREET
SUITE 200
WASHINGTON DC 20007

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand				Product Code				Station/Market						
Agency Est#				CMS #	Sales Office	Account Executive	Start Date	End Date	Billing M (Broadcast Month, Cycle 1)				Package N	Contract Title					
Line	Start Date	End Date	Time Period		Description			RC	Duration	M	T	W	T	F	S	SPW	Price	Tot Spots	Total \$
1	10-24-2012	10-28-2012	10:00PM - 11:00PM		LN ORBIT:NEWS M-F1000-1035P;SU 1000P-1100P			1	30		1	1		1	3	5,225	3	15,675.00	
2	10-24-2012	10-26-2012	05:00AM - 06:00AM		MORN NEWS: 5-6A M-F (5510)			1	30		1	1	1		3	665	3	1,995.00	
3	10-24-2012	10-26-2012	06:00AM - 07:00AM		MORN NEWS: 6-7A M-F (5511)			1	30		1	1	1		3	1,235	3	3,705.00	
4	10-24-2012	10-26-2012	07:00AM - 09:00AM		MORN NEWS/GMA: 7-9A M-F (5512)			1	30		1	2	1		4	1,520	4	6,080.00	
5	10-24-2012	10-26-2012	09:00AM - 10:00AM		DAYTIME: WINDY CITY LIVE 9-10A M-F EFF: 5/26-			1	30		1	1	1		3	855	3	2,565.00	
6	10-24-2012	10-26-2012	10:00AM - 11:00AM		DAYTIME: THE VIEW 10-11A M-F (5514)			1	30		1	1	1		3	1,425	3	4,275.00	
7	10-24-2012	10-26-2012	11:00AM - 12:00PM		DAYTIME/ NEWS: 11-12NOON DAYTIME M-F (5516)			1	30		1	1	1		3	950	3	2,850.00	
8	10-24-2012	10-26-2012	12:00PM - 01:00PM		DAYTIME: M-F: THE CHEW: 12P-1P (12277)			1	30		1	1	1		3	950	3	2,850.00	
R	9	10-25-2012	10-25-2012	02:00PM - 02:30PM		DAYTIME: INSIDE EDITION 2P-230P (12209)			2	30		1				1	600	1	600.00
10	10-24-2012	10-26-2012	02:30PM - 03:00PM		DAYTIME: JEOPARDY 230P-3P M-F (12210)			1	30		1	1	1		3	950	3	2,850.00	
11	10-24-2012	10-26-2012	04:00PM - 05:00PM		EARLY NEWS M-F 4-5P (8499)			1	30		1	2	1		4	1,700	4	6,800.00	
12	10-24-2012	10-26-2012	05:00PM - 05:30PM		EARLY NEWS: 5-530P M-F (5519)			1	30		1	1	1		3	2,090	3	6,270.00	
13	10-25-2012	10-26-2012	06:00PM - 06:30PM		EARLY NEWS: 6-630P M-F (5524)			1	30		1	1			2	2,850	2	5,700.00	
14	10-24-2012	10-26-2012	06:30PM - 07:00PM		ACCESS: WHEEL M-F 628P-7P (5525)			1	30		1	1	1		3	3,325	3	9,975.00	
15	10-24-2012	10-26-2012	10:35PM - 11:02PM		LF/NEWS: NIGHTLINE: M-F 1035-1104P (5527)			1	30		1	1	1		3	1,425	3	4,275.00	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M>New Makegood Activity, CM=Combined Makegood



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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand				Product Code				Station/Market					
395635	08-14-2012	10-24-2012	2	ROBERT DOLD FOR CONGRESS	ROBERT DOLD FOR CONGRESS				POLITICALS				WLS - CHICAGO					
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing				Package	Contract Title					
Line	Start Date	End Date	Time Period		Description			RC	Duration	M	T	W	F	S	SPW	Price	Tot Spots	Total \$
16	10-27-2012	10-27-2012	12:00AM - 12:30AM		*M-SU 1035P-0200AM (LF:NL/OP/JK/LNR/AM/19/IE/I)			1	30				1	1	190	1	190.00	
17	10-27-2012	10-27-2012	06:00AM - 07:00AM		WEEKEND/ MORN NEWS: SAT 6-7A (5552)			1	30				1	1	380	1	380.00	
18	10-27-2012	10-27-2012	07:00AM - 08:00AM		WEEKEND/ MORN NEWS: GMA SAT 7-8A (5555)			1	30				1	1	760	1	760.00	
19	10-27-2012	10-27-2012	08:00AM - 09:00AM		WEEKEND EARLY MORN NEWS: SAT: 8-9A (10600)			1	30				1	1	950	1	950.00	
20	10-27-2012	10-27-2012	06:00PM - 06:30PM		WEEKEND: EARLY NEWS: SA-SU 5P-630P (5558)			1	30				1	1	1,045	1	1,045.00	
21	10-27-2012	10-27-2012	06:30PM - 07:00PM		WEEKEND/ACCESS: SAT WHEEL 630-7P (5560)			1	30				1	1	1,520	1	1,520.00	
22	10-27-2012	10-27-2012	07:00PM - 10:30PM		PRIME/SPORTS: SAT COLLEGE FOOTBALL 7P-10P			1	30				1	1	4,750	1	4,750.00	
23	10-27-2012	10-27-2012	10:30PM - 11:30PM		LN: SAT LATE NEWS FLLWNG FOOTBALL (12298)			2	30				1	1	1,000	1	1,000.00	
24	10-28-2012	10-28-2012	06:00AM - 07:00AM		WEEKEND/ MORN NEWS: SUN 6-7A (5553)			1	30				1	1	355	1	355.00	
25	10-28-2012	10-28-2012	07:00AM - 08:00AM		WEEKEND/MORN NEWS: GMA SUN 7-8A (5557)			1	30				1	1	570	1	570.00	
26	10-28-2012	10-28-2012	08:00AM - 09:30AM		WEEKEND/MORN NEWS: SUN 8-930AM/8-10A EFF			1	30				1	1	760	1	760.00	
27	10-28-2012	10-28-2012	09:30AM - 10:30AM		WK/MORN NEWS: SU THIS WEEK 927-1030A/10-11			1	30				1	1	5,000	1	5,000.00	
28	10-28-2012	10-28-2012	05:00PM - 05:30PM		WEEKEND/EARLY NEWS: SUN 5-530P (5572)			1	30				1	1	1,140	1	1,140.00	
29	10-28-2012	10-28-2012	11:00PM - 11:30PM		LF: SUN 190 NORTH-1100P-1130P (5827)			1	30				1	1	800	1	800.00	
30	10-24-2012	10-24-2012	05:45PM - 05:55PM		*M-SU 400P-700P ROTATOR (M-SU EN/ACCESS) (1	30	X			1	1	2,850	1	2,850.00	

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Contract No 395635	Contract Dt 08-14-2012	Revision Dt 10-24-2012	Rev# 2	Advertiser ROBERT DOLD FOR CONGRESS	Brand ROBERT DOLD FOR CONGRESS	Product Code POLITICALS	Station/Market WLS - CHICAGO				
Agency Est#	CMS # 241223	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 10-24-2012	End Date 10-28-2012	Billing M (Broadcast Month, Cycle 1)	Package N 241223				
Line	Start Date	End Date	Time Period	Description	RC	Duration	M T W T F S S	SPW	Price	Tot Spots	Total \$
31	10-27-2012	10-27-2012	02:05AM - 02:40AM	*ROS ROTATOR: M-SU 1102P-0459A (11898)	2	30	X	1	20	1	20.00
32	10-28-2012	10-28-2012	01:35AM - 02:10AM	*ROS ROTATOR: M-SU 1102P-0459A (11898)	2	30	X	1	20	1	20.00
								Contracted Gross Total:	61	98,575.00	
								Actual Gross Total:	61	98,575.00	
								Agency Commission:		14,786.25	
								Net Total:		83,788.75	
Month/YR	Preempted	Made Good	Contract Total	Adjustments							Actual Total
Oct 12	20.00	0.00	98,575.00	0.00							98,575.00
TOTAL	20.00	0.00	98,575.00	0.00							98,575.00

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